

Maidstone Economic Profile 2017 Summary

Section 1: Qualification Levels

1.1: Comparative Qualification Levels with the South East and GB

- Maidstone residents are generally better qualified at all NVQ levels, and have less people with no qualifications, compared to Kent averages.
- Maidstone residents are also generally outperforming the South East and Great Britain at NVQ levels 2 and above, but slightly lag behind at NVQ level 1 and with no qualifications. Between January 2006 and December 2016, qualifications for Maidstone residents (16-64) increased by the following

	Maidstone	Kent	South East	GB
Level 4 & above	33.0% to 43.7%	23.8% to 36.9%	29.4% to 41.4%	26.6% to 38.2%
Level 3 & above	48.4% to 64.8%	42.5% to 54.4%	48.4% to 58.8%	44.4% to 55.8%
Level 2 & above	65.0% to 76.7%	61.9% to 73.1%	67.2% to 77.5%	62.9% to 74.3%
Level 1 & above	81.9% to 88.0%	79.7% to 86.6%	82.2% to 88.8%	77.1% to 85.3%
No quals	9.1% to 6.7%	13.3% to 7%	10.3% to 5.4%	14.3% to 8.0%

Source: ONS annual population survey.

Comparing districts against the Kent average:

- Canterbury, Gravesham, Maidstone, Sevenoaks, Tonbridge & Malling and Tunbridge Wells have more highly skilled resident populations.
- Ashford, Dover, Shepway, Swale and Thanet have lower skilled resident populations.
- Dartford sits around the average.

Section 2: The Maidstone Economy

2.1: Population

- According to the KCC interactive population toolkit, the population of Ashford will increase between 2017 and 2026 in the following ways:

	0-15		16-19		16-64		65+	
	2017	2026	2017	2026	2017	2026	2017	2026
Male	16,800	18,800	3,900	4,400	51,900	56,500	14,800	18,500
Female	15,800	17,900	3,500	4,000	52,000	56,500	17,600	21,500
Total	32,500	36,700	7,400	8,400	103,900	113,000	32,400	40,100

2.2: Economic activity in Maidstone

In the year to December 2016;

- **79.5%** of the Maidstone population of 16 - 64 year olds were economically active. This compares to **78.9%** in Kent, **81%** in the South East, and **77.8%** in Great Britain.
- **62.5%** of the Maidstone population of 16-64 year olds were employees and **11.2%** were self-employed. This is above the average of **10.6%** for self-employment in Great Britain, but below Kent and South East averages.
- **4.4%** of the Maidstone economically active population over 16 years old were unemployed. This compares to **5.2%** in Kent and **4.0 %** in the South East.
- economic activity across Kent districts can be divided into 3 groups:

% 16-64 year olds economically active	Low – 70% to 77.9%	Medium – 78% to 79.9%	High – 80% to 85.9%
Districts	Canterbury Gravesham Thanet	Maidstone Sevenoaks	Ashford Dartford Dover Shepway Tonbridge & Malling Tunbridge Wells Swale

Source: ONS population survey.

- unemployment as a proportion of economic activity can also be divided into 3 groups:

Unemployment as a % of economically active population	High – 5.9% to 7.1%	Medium – 5.0% to 5.8%	Low – 3.4% to 4.9%
Districts	Gravesham Swale Thanet	Canterbury Dover Shepway	Ashford Dartford Maidstone Sevenoaks Tonbridge & Malling Tunbridge Well

Source: ONS population survey.

2.3: Overall NEET and Not Known Figures in Maidstone

- In April 2017, Maidstone had **2.81%** of Yr 12 & 13 NEETS (academic age 16 & 17) and **3.76%** unknowns. The target for January is 2.49% NEET.
- Since April 2014, the NEET figure is Maidstone has varied between -4.35% and -0.11% of target.

2.4 Employment and Self-Employment in Maidstone – what do people do

- The key **employment sectors** in Maidstone are:

	Main employment sectors 2015	No. employees	% total employment
Maidstone	Health & Social work	11,700	15.5%
	Wholesale & retail	11,600	15.4%
	Admin & support services	9,500	12.7%
	Public admin and defence	6,600	8.8%
	Education	5,400	7.1%
	Accommodation & food service	4,900	6.5%

Source: BRES 2016

	Main employment sectors 2015	No. employees	% total employment
Kent	Wholesale & retail	109,500	18.1%
	Human health & social work	82,900	13.7%
	Education	60,400	10.0%
	Admin. & support services	56,700	9.4%
	Accommodation & food service	43,600	7.2%

Source: BRES 2016

- The **occupations** of **Maidstone** residents are summarised below:

	Maidstone (%)	Kent (%)	South East (%)	Great Britain (%)
Soc 2010 Major Group 1-3	49.3	45.1	49.7	45.5
1 Managers, Directors And Senior Officials	13.2	11.1	11.9	10.6
2 Professional Occupations	18.6	19.2	22.4	20.3
3 Associate Professional & Technical	17.5	14.7	15.3	14.4
Soc 2010 Major Group 4-5	18.5	22.4	20.6	20.6
4 Administrative & Secretarial	9.0	10.1	10.3	10.2
5 Skilled Trades Occupations	9.5	12.3	10.3	10.3
Soc 2010 Major Group 6-7	19.3	16.6	16.0	16.8
6 Caring, Leisure And Other Service Occupations	13.3	9.0	9.2	9.1
7 Sales And Customer Service Occs	#	7.5	6.8	7.5
Soc 2010 Major Group 8-9	12.9	16.0	13.6	17.2
8 Process Plant & Machine Operatives	6.1	5.8	4.8	6.4
9 Elementary Occupations	6.8	10.2	8.8	10.7

Source: ONS annual population survey

- The differences in the relative structure of the largest industry sectors across Kent are small. However differences in the occupations of residents, which include out-commuters and the self-employed, are more marked. Maidstone residents are more likely to be senior managers, and less likely to be in elementary and process occupations, than the rest of Kent.

2.5 Employment in Maidstone: What People Earn

- The table below illustrates average earnings in Maidstone by residence, including out commuters. Earnings are equivalent to the average in Kent.

December 2016	Maidstone £	Kent £
Gross weekly pay		
Full-time workers	541.9	555.3
Male full-time workers	579.5	600.2
Female full-time workers	472.1	470.0
Hourly pay - excluding overtime		
Full-time workers	13.73	13.78
Male full-time workers	14.56	14.78
Female full-time workers	12.56	12.36

Source: ONS – Inter Departmental Business Register 2016

- The table below illustrates the average earnings by workplace in Maidstone, including in commuters. Workplace earnings in Maidstone are equivalent to the Kent average.

2016 average	Maidstone £	Kent £
Gross weekly pay		
Full-time workers	517.7	517.5
Male full-time workers	576.4	566.8
Female full-time workers	422.1	450.4
Hourly pay - excluding overtime		
Full-time workers	12.74	12.95
Male full-time workers	13.70	13.63
Female full-time workers	11.14	11.91

Source: ONS – Inter Departmental Business Register 2016

2.6: Employment in Maidstone: Company Size

- In Maidstone, 89.1% of companies are micro, smaller than the average in Kent, the South East and Great Britain.
- In Maidstone, 0.4% of companies are large, more than the Kent average, but equivalent to the South East and Great Britain.

Enterprises	Maidstone %	Kent %
Micro (0 to 9)	89.1	89.5
Small (10 to 49)	8.9	8.7
Medium (50 to 249)	1.6	1.5
Large (250+)	0.4	0.3

Source: ONS – Inter Departmental Business Register 2016

2.7 Employment in Maidstone: Vacancies by Occupation

- Using data derived from the Burning Glass “Labour Insight” database of vacancies advertised online, the table below summarises the 10 occupations with the most adverts across the year, in Maidstone. The occupations broadly correspond with the key industrial sectors identified in section 2.5, representing both total employment demand and high levels of employment “churn” in the Maidstone economy.

Year to 31 May 2017	
Occupation	No. Postings
Business sales executives	1,070
Nurses	793
Secondary education teaching professionals	607
Programmers and software development professionals	551
Sales accounts and business development managers	512
Human resources and industrial relations officers	503
Chartered and certified accountants	500
Other administrative occupations	455
Sales related occupations	454
Web design and development professionals	402

- In the year to 31 May 2017, the top 20 employers advertising online for vacancies in Maidstone were:

NHS, ATTB (agency), Hilton Worldwide, Apogee Corporation (printing services), Headford Shipping (commercial sailors agency), Bluearrow (agency), Valley Park School, Rikama Education (teachers employment agency), Balreed International (printing services), Marriott International, JustPhysio, Compass Group, Rark Solutions (IT agency), Beadles Group, ID Medical Ltd (medical staff recruitment), BMI Healthcare, CAPITA, New Line Learning, Tesco, RueMillar Walker (accountants)

Maidstone Data Pack
Maidstone Economic Profile 2017

Section 1: Skill Levels of 16-64 Year Olds

1.1: Comparative Qualification Levels in Maidstone

Table 1.1 below compares the qualification levels of Maidstone working age population residents (16-64) against Kent, South East and Great Britain, as at December 2016.

Table 1.1	Maidstone No.	Maidstone %	Kent %	South East %	GB %
NVQ 4 And Above	43,600	43.7	36.9	41.4	38.2
NVQ 3 And Above	64,700	64.8	54.4	60.3	56.9
NVQ 2 And Above	76,500	76.7	73.1	77.5	74.3
NVQ 1 And Above	87,800	88.0	86.6	88.8	85.3
Other Qualifications	5,300	5.3	6.5	5.8	6.6
No Qualifications	6,700	6.7	7.0	5.4	8.0

Source: ONS annual population survey.

Maidstone residents are generally better qualified at all NVQ levels, and have less people with no qualifications, compared to Kent averages. Maidstone residents are also generally outperforming the South East and Great Britain at NVQ levels 2 and above, but slightly lag behind at NVQ level 1 and no qualifications.

Tables 1.2 to 1.7 illustrate the growth in qualification levels from January 2006 to December 2016. Looked at on a time series basis the improvement in qualifications of the workforce overtime is evident.

Table 1.2: Time series for NVQ Level 4 qualifications and above.

Table 1.2	Maidstone Actual	Maidstone %	Kent %	South East %	GB %
Jan 06-Dec 06	29,800	33.0	25.5	30.4	27.5
Jan 07-Dec 07	22,400	24.5	26.0	30.8	28.6
Jan 08-Dec 08	26,300	27.9	25.1	31.1	28.6
Jan 09-Dec 09	30,500	31.5	28.6	32.7	29.9
Jan 10-Dec 10	33,400	34.4	30.0	34.0	31.2
Jan 11-Dec 11	35,500	37.3	31.5	36.1	32.8
Jan 12-Dec 12	30,000	30.9	29.5	36.8	34.2
Jan 13-Dec 13	31,800	32.6	33.4	38.2	35.1
Jan 14-Dec 14	31,000	31.2	32.4	39.1	36.0
Jan 15-Dec 15	36,500	35.9	34.3	39.8	37.1
Jan 16-Dec 16	43,600	43.7	36.9	41.4	38.2

Source: ONS annual population survey

Table 1.3: Time series for NVQ Level 3 qualifications and above.

Table 1.3	Maidstone Actual	Maidstone %	Kent %	South East %	GB %
Jan 06-Dec 06	43,700	48.4	43.4	49.2	45.3
Jan 07-Dec 07	38,300	42.0	44.5	49.4	46.2
Jan 08-Dec 08	42,000	44.5	45.0	49.8	46.1
Jan 09-Dec 09	45,300	46.8	47.6	50.7	47.3
Jan 10-Dec 10	45,600	47.0	48.3	52.1	48.9
Jan 11-Dec 11	50,300	52.8	50.2	55.1	50.8
Jan 12-Dec 12	46,400	47.8	51.8	56.6	53.1
Jan 13-Dec 13	49,800	51.1	53.7	57.7	53.9
Jan 14-Dec 14	50,500	50.9	53.8	58.8	55.0
Jan 15-Dec 15	57,300	56.4	53.8	58.8	55.8
Jan 16-Dec 16	64,700	64.8	54.4	60.3	56.9

Source: ONS annual population survey.

Table 1.4: Time series for NVQ Level 2 qualifications and above.

Table 1.4	Maidstone Actual	Maidstone %	Kent %	South East %	GB %
Jan 06-Dec 06	58,700	65.0	63.6	67.6	63.6
Jan 07-Dec 07	56,100	61.5	63.3	67.9	64.2
Jan 08-Dec 08	60,700	64.4	63.6	67.8	63.9
Jan 09-Dec 09	62,800	64.9	66.9	69.0	65.3
Jan 10-Dec 10	63,100	65.0	68.9	70.8	67.2
Jan 11-Dec 11	70,500	74.1	69.2	73.3	69.5
Jan 12-Dec 12	68,900	71.0	71.2	75.4	71.8
Jan 13-Dec 13	72,100	73.9	74.7	76.5	72.4
Jan 14-Dec 14	74,000	74.5	74.0	77.1	73.3
Jan 15-Dec 15	76,300	75.0	73.5	76.8	73.6
Jan 16-Dec 16	76,500	76.7	73.1	77.5	74.3

Source: ONS annual population survey.

Table 1.5: Time series for NVQ Level 1 qualifications and above.

Table 1.5	Maidstone Actual	Maidstone %	Kent %	South East %	GB %
Jan 06-Dec 06	74,000	81.9	80.0	82.4	77.5
Jan 07-Dec 07	73,700	80.9	79.4	82.0	77.9
Jan 08-Dec 08	76,300	80.9	80.4	82.4	77.6
Jan 09-Dec 09	78,400	81.1	81.8	83.0	78.8
Jan 10-Dec 10	78,300	80.8	82.4	84.1	80.1
Jan 11-Dec 11	84,600	88.9	84.4	86.6	82.5
Jan 12-Dec 12	84,900	87.5	85.0	87.7	83.9
Jan 13-Dec 13	84,800	87.0	87.5	88.4	84.3
Jan 14-Dec 14	86,700	87.3	87.4	89.2	85.0
Jan 15-Dec 15	89,400	88.0	87.0	88.5	84.9
Jan 16-Dec 16	87,800	88.0	86.6	88.8	85.3

Source: ONS annual population survey.

Table 1.6: Time series for Maidstone residents with other qualifications

Table 1.6	Maidstone Actual	Maidstone %	Kent %	South East %	GB %
Jan 06-Dec 06	8,100	8.9	7.5	7.8	8.6
Jan 07-Dec 07	5,200	5.7	8.2	8.2	8.9
Jan 08-Dec 08	6,300	6.7	7.0	7.9	8.9
Jan 09-Dec 09	6,800	7.0	6.6	7.9	8.8
Jan 10-Dec 10	6,900	7.1	6.0	7.5	8.5
Jan 11-Dec 11	5,300	5.6	5.2	5.5	6.8
Jan 12-Dec 12	5,400	5.6	6.9	5.4	6.3
Jan 13-Dec 13	4,700	4.8	5.2	5.2	6.3
Jan 14-Dec 14	5,100	5.2	6.0	5.2	6.2
Jan 15-Dec 15	5,900	5.8	6.1	5.2	6.5
Jan 16-Dec 16	5,300	5.3	6.5	5.8	6.6

Source: ONS annual population survey.

Includes foreign qualifications and some non-accredited professional qualifications.

Table 1.7: Time series for Maidstone residents with no qualifications

Table 1.7	Maidstone Actual	Maidstone %	Kent %	South East %	GB %
Jan 06-Dec 06	8,300	9.1	12.6	9.8	13.9
Jan 07-Dec 07	12,300	13.5	12.4	9.8	13.3
Jan 08-Dec 08	11,700	12.4	12.6	9.7	13.5
Jan 09-Dec 09	11,500	11.8	11.6	9.1	12.4
Jan 10-Dec 10	11,800	12.1	11.6	8.4	11.3
Jan 11-Dec 11	5,300	5.5	10.4	7.9	10.7
Jan 12-Dec 12	6,800	7.0	8.1	6.9	9.7
Jan 13-Dec 13	8,000	8.2	7.3	6.5	9.4
Jan 14-Dec 14	7,500	7.5	6.6	5.6	8.8
Jan 15-Dec 15	6,400	6.3	6.9	6.3	8.6
Jan 16-Dec 16	6,700	6.7	7.0	5.4	8.0

Source: ONS annual population survey.

Section 2: The Maidstone Economy

2.1: Population

Table 2:1 The resident population of Maidstone in 2016:

	Maidstone	Kent	South East	Great Britain
Total	164,500	1,524,700	8,947,900	63,258,400
Males	81,300	747,400	4,404,400	31,165,300
Females	83,200	777,300	4,543,500	32,093,100

Source: ONS annual population survey population

Table 2:2 Age and sex breakdown of Maidstone population 2016:

The population can be broken down by ages in the following way:

Note: all percentages are of the total population.

Male

Area	Aged 0 - 15		Aged 16 - 64		Aged 16-19		Aged 65 and over	
	Number	%	Number	%	Number	%	Number	%
Maidstone	1,400	20.1	50,800	62.5	4,900	6.0	14,100	17.3
Kent	149,800	20.0	461,500	61.7	47,800	6.4	136,200	18.2
Great Britain	6,080,100	19.5	19,977,000	64.1	1,902,100	6.1	5,122,300	16.4
South East	874,500	19.9	2,770,400	62.9	274,300	6.2	758,300	17.2

Female

Area	Aged 0 - 15		Aged 16 – 64		Aged 16-19		Aged 65 and over	
	Number	%	Number	%	Number	%	Number	%
Maidstone	15,300	18.4	51,000	61.3	4,400	5.3	16,900	20.3
Kent	142,100	18.3	471,100	60.6	45,900	5.9	164,100	21.1
Great Britain	5,792,600	18.0	20,090,300	62.6	1,801,100	5.6	6,197,100	19.3
South East	829,900	18.3	2,794,300	61.5	256,500	5.6	921,300	20.3

All

Area	Aged 0 - 15		Aged 16 – 64		Aged 16-19		Aged 65 and over	
	Number	%	Number	%	Number	%	Number	%
Maidstone	31,700	19.3	101,900	61.9	9,300	5.7	30,900	18.8
Kent	291,000	19.1	932,500	61.2	93,700	6.1	300,300	19.7
Great Britain	11,872,700	18.8	40,042,600	63.3	3,703,300	5.9	11,319,300	17.9
South East	1,704,500	19.0	5,565,600	62.2	530,800	5.9	1,679,600	18.8

Source: ONS annual population survey; population

Tables 2.3 to 2.6 project the Maidstone population forward to 2026, using the KCC Interactive Population Toolkit

Table 2.3: Projected Maidstone Population aged 0-15

Maidstone Population Aged 0-15 - Projection										
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Male	16,800	17,100	17,400	17,600	17,800	18,100	18,300	18,500	18,700	18,800
Female	15,800	16,000	16,300	16,600	16,900	17,100	17,400	17,500	17,700	17,900
Total	32,500	33,100	33,700	34,200	34,700	35,200	35,700	36,000	36,400	36,700

Table 2.4: Projected Maidstone Population aged 16-64

Maidstone Population Aged 16-64 - Projection										
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Male	51,900	52,200	52,800	53,300	53,900	54,500	55,000	55,500	56,000	56,500
Female	52,000	52,400	53,000	53,500	53,900	54,500	55,000	55,500	56,000	56,500
Total	103,900	104,600	105,700	106,800	107,800	108,900	110,000	111,000	112,100	113,000

Table 2.5: Projected Maidstone Population aged 16-19

Maidstone Population Aged 16-19 - Projection										
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Male	3,900	3,800	3,800	3,800	3,800	4,000	4,100	4,200	4,300	4,400
Female	3,500	3,400	3,400	3,500	3,400	3,500	3,600	3,800	3,900	4,000
Total	7,400	7,200	7,200	7,200	7,300	7,500	7,700	8,000	8,200	8,400

Table 2.6: Projected Maidstone Population aged 65+

Maidstone Population Aged 65+ - Projection										
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Male	14,800	15,100	15,500	15,800	16,200	16,600	17,100	17,500	18,000	18,500
Female	17,600	18,000	18,300	18,800	19,100	19,600	20,100	20,500	21,000	21,500
Total	32,400	33,100	33,800	34,600	35,400	36,200	37,100	38,100	39,100	40,100

Forecast produced by Business Intelligence, Research & Evaluation, Kent County Council.

2.2: Economic Activity in Maidstone

Table 2.7 below illustrates employment and unemployment rates in Maidstone compared to Kent, the South East and Great Britain, in December 2016. These are obtained from the ONS Annual Population Survey and reflect total economic activity and inactivity levels, not benefit claimant levels, which tend to be lower.

Table 2.7: Maidstone Economic Activity Rates as at December 2016.

	Maidstone No.	Maidstone %	Kent %	South East %	Great Britain %
All People					
Economically Active†	82,200	79.5	78.9	81.0	77.8
In Employment†	76,800	74.0	74.7	77.6	74.0
Employees†	63,500	62.5	61.0	65.3	63.1
Self Employed†	12,900	11.2	13.4	12.1	10.6
Unemployed§	3,600	4.4	5.2	4.0	4.8
Males					
Economically Active†	44,800	85.7	84.9	86.3	83.2
In Employment†	41,300	78.7	80.1	82.6	79.0
Employees†	31,900	62.7	62.7	66.6	64.4
Self Employed†	9,500	16.0	17.4	15.7	14.2
Unemployed§	#	#	5.4	4.1	4.9
Females					
Economically Active†	37,400	37,400	73.1	75.8	72.6
In Employment†	35,500	35,500	69.4	72.7	69.1
Employees†	31,600	31,600	59.4	64.0	61.7
Self Employed†	#	#	9.6	8.5	7.0
Unemployed§	#	#	4.9	4.0	4.7

Source: ONS annual population survey

† - numbers are for those aged 16 and over, % are for those aged 16-64

§ - numbers and % are for those aged 16 and over. % is a proportion of economically active

The sum of employees and self employed will not equal the **in employment** figure due to the inclusion of those on government-supported training and employment programmes, and those doing unpaid family work in the **employment** figure.

Table 2.8 below breaks the remaining percentage of people into the categories of the economically inactive. In the table below the following definitions apply:

Economically inactive: People who are neither in employment nor unemployed. This group includes, for example, all those who were looking after a home or retired.

Wanting a job: People not in employment who want a job but are not classed as unemployed because they have either not sought work in the last four weeks or are not available to start work.

Not wanting a job: People who are neither in employment nor unemployed and who do not want a job.

Table 2.8: Maidstone economic inactivity rates as at December 2016 (Note ages 16-64 only) – category breakdown

All People	Maidstone No.	Maidstone %	Kent %	South East %	Great Britain %
Total	20,400	20.5	21.1	19.0	22.2
Student	6,000	29.4	29.4	25.0	26.3
Looking After Family/Home	5,900	28.9	24.6	25.9	24.7
Temporary Sick	!	!	!	1.6	2.0
Long-Term Sick	3,400	16.5	17.8	18.3	22.3
Discouraged	!	!	!	0.2	0.4
Retired	2,700	13.5	15.1	14.9	13.3
Other	2,400	13.5	12.8	14.1	10.9
Wants A Job	4,000	19.8	22.8	26.2	23.9
Does Not Want A Job	16,400	80.2	77.2	73.8	76.1

Source: ONS annual population survey

Sample size too small for reliable estimate

! Sample size disclosive

Table 2.9: Maidstone economic activity rates from January 2012 to December 2016

	Maidstone Numbers 2016	Maidstone %	Maidstone Numbers 2015	Maidstone %	Maidstone Numbers 2014	Maidstone %	Maidstone Numbers 2013	Maidstone %	Maidstone Numbers 2012	Maidsto ne %
All people										
Economically active†	79,300	79.5	86,400	84.7	80,600	80.8	81,200	82.9	81,300	83.8
In employment†	73,900	74.0	82,600	81.0	76,600	76.8	75,400	77.0	74,500	76.8
Employees†	62,300	62.5	66,000	64.7	62,400	62.6	63,600	65.0	63,600	65.6
Self employed†	11,100	11.2	16,300	15.9	14,200	14.2	11,800	12.0	10,000	10.3
Unemployed§	5,500	6.9	3,800	4.5	3,900	4.9	5,800	7.1	6,700	8.3

Source: ONS annual population survey

† numbers are for those aged 16 and over. % are for those aged 16-64

§ numbers and % are for those aged 16 and over. % is a proportion of economically active.

The sum of employees and self employed will not equal the **in employment** figure due to the inclusion of those on government-supported training and employment programmes, and those doing unpaid family work in the **employment** figure

2.3: NEET and Vulnerable Groups

Table 2.10: Overall NEET and Not Known Figures in Maidstone – monthly comparison

	NEETS					Not Knowns	
Maidstone	Total cohort Y12 & Y13	No. NEET Y12 & Y13	% NEET Y12 & Y13	Target Jan	Diff from Target	Total Y12 & Y13	% of cohort
Dec 2016	3,641	104	2.83%	2.49%	-0.33%	149	4.09%
Jan 2017	3,642	94	2.60%	2.49%	-0.11%	113	3.10%
Feb 2017	3,640	103	2.85%	2.49%	-0.36%	107	2.94%
March 2017	3,630	103	2.86%	2.49%	-0.37%	107	2.95%
April 2017	3,616	101	2.81%	2.49%	-0.32%	136	3.76%

Source: KCC Management Information

Table 2.11: Overall NEET and Not Known Figures in Maidstone– annual comparisons

* The reportable cohort for NEET changed on 1 September 2016 from academic age 16 &18 to academic age 16 & 17.

	NEETs					Not Knowns	
Maidstone	*Total cohort 16-18	No. NEET 16-18	% NEET 16-18	Target 16-18 Jan	Diff from Target	Total	% cohort
April 2014	5,343	268	5.64%	5.39%	-0.25%	486	9.10%
April 2015	5,488	270	5.46%	2.49%	-2.97%	474	8.64%
April 2016	5,439	267	5.35%	1.00%	-4.35%	366	6.73%
	*Total cohort Y12 & Y13	No. NEET Y12 & Y13	% NEET Y12 & Y13	Target Jan 2018	Diff from Target	Total	% cohort
April 2017	3,616	101	2.81%	2.49%	-0.32%	136	3.76%

2.4: Employment and Self-Employment in Maidstone – what do people do

Using the Office for National Statistics Business Register and Employment Survey (BRES) we can describe the employment profile of Maidstone by industrial sector. This excludes self-employment and is based on business location.

Table 2.12: Employment by industrial sector in Maidstone 2010 - 2015

Maidstone	2010	2011	2012	2013	2014	2015	Structure 2015
Primary Industries (Agriculture/Mining/Utilities)	2,800	2,800	2,800	2,800	2,700	2,900	3.9%
Manufacturing	3,700	3,900	3,800	4,000	3,900	4,100	5.4%
Construction	4,700	3,800	4,000	3,900	3,800	3,800	5.1%
Wholesale and retail trade	11,200	11,200	11,300	10,800	11,300	11,600	15.4%
Transportation and storage	2,500	2,500	2,400	2,300	2,600	2,600	3.5%
Accommodation and food service activities	4,500	4,700	4,100	5,000	4,700	4,900	6.5%
Information and communication	1,900	1,800	2,200	1,900	1,900	2,400	3.1%
Financial and insurance activities	2,000	1,900	2,200	2,300	2,000	1,900	2.5%
Real estate activities	1,000	900	1,100	1,100	1,100	1,200	1.5%
Professional, scientific and technical activities	3,900	3,600	3,900	3,500	3,800	4,100	5.5%
Administrative and support service activities	5,300	6,200	7,000	6,700	8,100	9,500	12.7%
Public administration and defence	9,100	8,500	7,900	6,800	6,700	6,600	8.8%
Education	5,800	5,600	4,900	5,300	5,000	5,400	7.1%
Human health and social work activities	10,500	10,400	10,400	10,400	10,300	11,700	15.5%
Arts, entertainment and recreation	1,300	1,400	1,200	1,300	1,200	1,300	1.7%
Other service activities	1,100	1,100	1,200	1,300	1,200	1,300	1.8%
Total	71,400	70,400	70,400	69,200	70,500	75,300	100%

Source: BRES 2016, via KCC Business Intelligence Unit

Table 2.13: Change in industrial sector employment between 2010 and 2015 in Maidstone

	Change 2010 to 2015	
Maidstone	No.	%
Primary Industries (Agriculture/Mining/Utilities)	100	3.6%
Manufacturing	400	10.8%
Construction	-900	-19.1%
Wholesale and retail trade	400	3.6%
Transportation and storage	100	4.0%
Accommodation and food service activities	400	8.9%
Information and communication	500	26.3%
Financial and insurance activities	-100	-5.0%
Real estate activities	200	20.0%
Professional, scientific and technical activities	200	5.1%
Administrative and support service activities	4,200	79.2%
Public administration and defence	-2,500	-27.5%
Education	-400	-6.9%
Human health and social work activities	1,200	11.4%
Arts, entertainment and recreation	0	0.0%
Other service activities	200	18.2%
Total	3,900	5.5%

Source: BRES 2016

Table 2.14: Employment by industrial sector in Kent 2010 - 2015

Kent	2010	2011	2012	2013	2014	2015	Structure 2015
Primary Industries (Agriculture/Mining/Utilities)	22,100	21,100	20,200	20,000	21,100	21,400	3.5%
Manufacturing	40,400	39,000	37,800	35,900	36,900	38,800	6.4%
Construction	35,500	30,300	31,300	35,300	35,100	34,200	5.7%
Wholesale and retail trade	103,600	106,000	106,100	106,100	105,100	109,500	18.1%
Transportation and storage	29,500	29,100	29,700	27,500	32,700	32,500	5.4%
Accommodation and food service activities	36,000	41,200	34,500	39,900	42,100	43,600	7.2%
Information and communication	13,000	13,400	15,100	16,000	14,400	17,800	2.9%
Financial and insurance activities	16,300	15,800	16,200	16,700	20,400	16,100	2.7%
Real estate activities	8,000	7,300	8,200	7,500	9,300	10,000	1.7%
Professional, scientific and technical activities	33,400	33,500	34,000	30,100	37,000	37,300	6.2%
Administrative and support service activities	41,400	44,900	48,800	48,900	52,100	56,700	9.4%
Public administration and defence	31,400	27,000	24,300	24,900	24,100	23,600	3.9%
Education	64,800	61,200	57,200	62,100	60,500	60,400	10.0%
Human health and social work activities	76,100	80,400	73,900	72,700	72,200	82,900	13.7%
Arts, entertainment and recreation	12,200	12,800	12,300	12,700	12,900	12,900	2.1%
Other service activities	10,800	11,000	11,500	11,900	11,400	12,000	2.0%
Total	574,500	573,800	561,200	568,200	587,300	609,700	100.0%

Source: BRES 2016, via KCC Business Intelligence Unit

Table 2.15: Change in industrial sector employment between 2010 and 2015 in Kent

	Change 2010 to 2015	
Kent	No.	%
Primary Industries (Agriculture/Mining/Utilities)	-700	-3.2%
Manufacturing	-1,600	-4.0%
Construction	-1,300	-3.7%
Wholesale and retail trade	5,900	5.7%
Transportation and storage	3,000	10.2%
Accommodation and food service activities	7,600	21.1%
Information and communication	4,800	36.9%
Financial and insurance activities	-200	-1.2%
Real estate activities	2,000	25.0%
Professional, scientific and technical activities	3,900	11.7%
Administrative and support service activities	15,300	37.0%
Public administration and defence	-7,800	-24.8%
Education	-4,400	-6.8%
Human health and social work activities	6,800	8.9%
Arts, entertainment and recreation	700	5.7%
Other service activities	1,200	11.1%
Total	35,200	6.1%

Source: BRES 2016, via KCC Business Intelligence Unit

Using ONS Annual Population Survey we can describe the Standard Occupational Classification of jobs in Maidstone by residence. Differences between measures by business and by residency are accounted for by out commuting and the inclusion of self-employment data.

Table 2.16: Employment by Standard Occupational Classification in Maidstone, December 2016

	Maidstone (Numbers)	Maidstone (%)	Kent (%)	South East (%)	Great Britain (%)
Soc 2010 Major Group 1-3	37,800	49.3	45.1	49.7	45.5
1 Managers, Directors And Senior Officials	10,100	13.2	11.1	11.9	10.6
2 Professional Occupations	14,300	18.6	19.2	22.4	20.3
3 Associate Professional & Technical	13,500	17.5	14.7	15.3	14.4
Soc 2010 Major Group 4-5	14,200	18.5	22.4	20.6	20.6
4 Administrative & Secretarial	6,900	9.0	10.1	10.3	10.2
5 Skilled Trades Occupations	7,300	9.5	12.3	10.3	10.3
Soc 2010 Major Group 6-7	14,800	19.3	16.6	16.0	16.8
6 Caring, Leisure And Other Service Occupations	10,200	13.3	9.0	9.2	9.1
7 Sales And Customer Service Occs	#	#	7.5	6.8	7.5
Soc 2010 Major Group 8-9	9,900	12.9	16.0	13.6	17.2
8 Process Plant & Machine Operatives	4,700	6.1	5.8	4.8	6.4
9 Elementary Occupations	5,300	6.8	10.2	8.8	10.7

Source: ONS annual population survey

Notes: Numbers and % are for those of 16+

% is a proportion of all persons in employment

Table 2.17: Time series changes in occupational structure in Maidstone

	Maidstone 2016		Maidstone 2015		Maidstone 2014		Maidstone 2013	
	Number	%	Number	%	Number	%	Number	%
Total SOC 2010 major group 1-3	37,800	49.3	36,100	42.1	36,800	46.2	30,500	37.8
1 Managers, directors and senior officials	10,100	13.2	8,800	10.3	10,800	13.6	8,300	10.3
2 Professional occupations	14,300	18.6	11,800	13.8	14,000	17.6	12,200	15.1
3 Associate professional & technical	13,500	17.5	15,500	18.0	12,000	15.0	10,000	12.4
Total SOC 2010 major group 4-5	14,200	18.5	21,700	25.3	20,100	25.2	16,900	20.9
4 Administrative & secretarial	6,900	9.0	11,900	13.9	9,500	11.9	6,000	7.5
5 Skilled trades occupations	7,300	9.5	9,800	11.4	10,600	13.3	10,900	13.4
Total SOC 2010 major group 6-7	14,800	19.3	13,000	15.1	9,900	12.4	14,300	17.7
6 Caring, leisure and other service occupations	10,200	13.3	8,100	9.4	6,400	8.0	9,800	12.2
7 Sales and customer service occupations	#	#	4,900	5.7	3,500	4.4	4,500	5.5
Total SOC 2010 major group 8-9	9,900	12.9	14,900	17.4	13,100	16.3	19,100	23.7
8 Process plant & machine operatives	4,700	6.1	5,300	6.2	3,800	4.7	5,300	6.6
9 Elementary occupations	5,300	6.8	9,600	11.2	9,300	11.6	13,800	17.1
Total	76,700		85,700		79,900		80,800	

Source: ONS annual population survey

Notes: Numbers and % are for those of 16+

% is a proportion of all persons in employment

Sample size too small for reliable estimate

2.5: Employment in Maidstone: What People Earn

Table 2.18: Earnings for adults resident in Maidstone, including those people who work out of county.

December 2016	Maidstone £	Kent £	South East £	GB £
Gross weekly pay				
Full-time workers	541.9	555.3	582.0	541.0
Male full-time workers	579.5	600.2	634.5	581.2
Female full-time workers	472.1	470.0	512.3	481.1
Hourly pay - excluding overtime				
Full-time workers	13.73	13.78	14.85	13.66
Male full-time workers	14.56	14.78	15.76	14.25
Female full-time workers	12.56	12.36	13.59	12.84

Source: ONS Annual survey of hours and earnings

Table 2.19: Time series for earnings by adults resident in Maidstone, including those who work out of county

	2016	2015	2014	2013	2012	2011	2010
Gross weekly pay	£	£	£	£	£	£	£
Full-time workers	541.9	558.2	518.5	500.9	542.9	538.3	558.4
Male full-time workers	579.5	599.4	573.7	561.1	577.2	595.4	579.9
Female full-time workers	472.1	483.9	441.1	435.0	438.9	435.5	474.2

Source: ONS Annual survey of hours and earnings

Table 2.20: Earnings by workplace; adult employees working in Maidstone but not necessarily living in Maidstone

2016 average	Maidstone £	Kent £	South East £	GB £
Gross weekly pay				
Full-time workers	517.7	517.5	566.0	540.2
Male full-time workers	576.4	566.8	611.5	580.6
Female full-time workers	422.1	450.4	497.8	480.8
Hourly pay - excluding overtime				
Full-time workers	12.74	12.95	14.31	13.64
Male full-time workers	13.70	13.63	15.10	14.24
Female full-time workers	11.14	11.91	13.20	12.83

Source: ONS Annual survey of hours and earnings

Table 2.21 Time series for workplace earnings in Maidstone

	2016	2015	2014	2013	2012	2011	2010
Gross weekly pay	£	£	£	£	£	£	£
Full-time workers	517.7	498.6	458.5	435.5	479.9	461.8	474.3
Male full-time workers	576.4	546.1	502.1	470.2	506.3	490.0	497.6
Female full-time workers	422.1	413.0	417.8	394.5	411.3	401.3	401.9

Source: ONS Annual survey of hours and earnings

2.6: Employment in Maidstone: Company Size

Table 2.22: Company size by number of employees in Maidstone

Enterprises		Maidstone No.	Maidstone %	Kent No.	Kent %	South East %	GB %
	Micro (0 to 9)	6,305	89.1	52,740	89.5	89.8	89.2
	Small (10 to 49)	630	8.9	5,110	8.7	8.3	8.9
	Medium (50 to 249)	115	1.6	890	1.5	1.5	1.6
	Large (250+)	30	0.4	195	0.3	0.4	0.4
	Total	7,080		58,940			
Local Units							
	Micro (0 to 9)	6,955	84.5	58,295	84.6	85.2	84.1
	Small (10 to 49)	1,030	12.5	8,700	12.6	12.0	12.9
	Medium (50 to 249)	215	2.6	1,650	2.4	2.4	2.7
	Large (250+)	30	0.4	235	0.3	0.4	0.4
	Total	8,230		68,880			

Source: ONS – Inter Departmental Business Register 2016

The table presents analysis of businesses at both Enterprise and Local Unit level. An Enterprise is the smallest combination of legal units (generally based on VAT and/or PAYE records) which has a certain degree of autonomy within an Enterprise Group. An individual site (for example a factory or shop) in an enterprise is called a local unit. For example at the end of 2016, Kent had 58,940 businesses (enterprises), which comprised 68,880 individual factories, shops or units.

Table 2.23: Time series of company size by number of employees in Maidstone (enterprises)

	2016	2015	2014	2013	2012	2011
Micro (0 to 9)	6,305	5,960	5,595	5,465	5,465	5,355
Small (10 to 49)	630	635	615	580	535	520
Medium-sized (50 to 249)	115	110	115	105	110	95
Large (250+)	30	30	25	20	25	25
Total	7,080	6,735	6,350	6,170	6,135	5,995

Source: ONS – Inter Departmental Business Register 2016

2.7: Employment in Maidstone: Vacancies by Occupation

All data for tables 2.24 to 2.37 are derived from the Burning Glass “Labour Insight” database of online advertised vacancies.

Table 2.24: Top 20 Vacancies by Occupation in Maidstone

Year to 31 May 2015		Year to 31 May 2016		Year to 31 May 2017	
Occupation	No. Postings	Occupation	No. Postings	Occupation	No. Postings
Nurses	573	Nurses	949	Business sales executives	1,070
Other administrative occupations	333	Business sales executives	634	Nurses	793
Business sales executives	321	Other administrative occupations	372	Secondary education teaching professionals	607
Programmers and software development professionals	288	Secondary education teaching professionals	364	Programmers and software development professionals	551
Secondary education teaching professionals	255	Programmers and software development professionals	349	Sales accounts and business development managers	512
Care workers and home carers	226	Care workers and home carers	343	Human resources and industrial relations officers	503
Large goods vehicle drivers	196	Sales related occupations	316	Chartered and certified accountants	500
Sales and retail assistants	193	Human resources and industrial relations officers	269	Other administrative occupations	455
Primary and nursery education teaching professionals	182	Primary and nursery education teaching professionals	268	Sales related occupations	454
Sales related occupations	181	Vehicle technicians, mechanics and electricians	268	Web design and development professionals	402
Web design and development professionals	174	Sales accounts and business development managers	264	Managers and directors in retail and wholesale	367
Human resources and industrial relations officers	166	Medical practitioners	231	Book-keepers, payroll managers and wages clerks	348

Sales Supervisors	152	Marketing associate professionals	223	Chefs	333
IT user support technicians	151	IT user support technicians	220	Primary and nursery education teaching professionals	332
Chefs	141	Sales and retail assistants	219	Sales Supervisors	327
Managers and proprietors in other services	134	Customer service occupations	212	Care workers and home carers	326
Sales accounts and business development managers	134	Sales Supervisors	212	Marketing associate professionals	314
Medical practitioners	130	Chefs	193	Vehicle technicians, mechanics and electricians	313
Customer service occupations	119	Book-keepers, payroll managers and wages clerks	191	IT user support technicians	304
Kitchen and catering assistants	112	Large goods vehicle drivers	191	Finance and investment analysts and advisers	272

Table 2.25: Top 20 Skills Demanded in Maidstone

Year to 31 May 2015		Year to 31 May 2016		Year to 31 May 2017	
Skills	No. Postings	Skills	No. Postings	Skills	No. Postings
Customer Service	833	Customer Service	1,133	Customer Service	1,551
Sales	610	Sales	1,108	Sales	1,533
Microsoft Excel	555	Business Management	863	Microsoft Excel	1,461
Contract Management	500	Microsoft Excel	785	Business Management	1,066
Teaching	490	Teaching	665	Contract Accountancy	974
Business Management	479	Business Development	657	Teaching	912
Project Management	451	Repair	626	Accountancy	857
Accountancy	361	Contract Management	584	Sales Recruiting	809
Microsoft Office	358	Sales Management	550	Business Development	776
Repair	332	Product Sales	540	Microsoft Office	755
Product Sales	302	Microsoft Office	481	Product Sales	742
SQL	295	Customer Contact	462	Key Performance Indicators	679
Business Development	260	JavaScript	420	Customer Contact	671
Customer Contact	255	Administration Management	415	Repair	661
Microsoft Windows	245	Accountancy	380	Contract Management	635
Key Performance Indicators	244	Key Performance Indicators	380	Project Management	621
Secretarial Skills	238	Sales Recruiting	377	Sales Management	566
Telecommunications	238	Project Management	365	SQL	559
Facebook	227	Budgeting	356	Budgeting	548
JavaScript	222	Mental Health	323	Microsoft C#	533

Table 2.26: Specific computer skills demanded in Maidstone

Year to 31 May 2017	
Computer Skills	No. Postings
Microsoft Excel	1,461
Microsoft Office	755
SQL	559
Microsoft C#	533
JavaScript	477
Microsoft Windows	406
.NET Programming	391
SQL Server	291
ASP	268
Microsoft Powerpoint	247
Microsoft Word	181
Customer Relationship Management (CRM)	180
Hypertext Preprocessor (PHP)	158
SAP	140
Computer Aided Draughting/Design (CAD)	127

Table 2.27: Advertised salaries in Maidstone

	Year to 31 May 2015	Year to 31 May 2016	Year to 31 May 2017
More than £90,000	69	168	135
£80,000 to £89,999	98	157	152
£70,000 to £79,999	97	101	161
£60,000 to £69,999	154	307	399
£50,000 to £59,999	387	562	875
£40,000 to £49,999	616	959	1,416
£30,000 to £39,999	1,395	2,167	3,261
£20,000 to £29,999	2,101	3,073	4,150
£15,000 to £19,999	1,472	1,954	2,625
£10,000 to £14,999	571	588	482
Less than £10,000	133	237	340

Source: Burning Glass/Labour Insight 2016

Table 2.28: Top employers in Maidstone

Year to 31 May 2017	
Employer/Agency	No. Postings
NATIONAL HEALTH SERVICE	840
ATTB	90
HILTON WORLDWIDE	77
APOGEE CORPORATION	72
HEADFORD SHIPPING	60
BLUEARROW MAIDSTONE	48
VALLEY PARK SCHOOL	47
RIKAMA EDUCATION	46
BALREED LIMITED	44
MARRIOTT INTERNATIONAL	44
JUSTPHYSIO	42
COMPASS GROUP	40
RARK SOLUTIONS	39
BEADLES GROUP LIMITED	36
ID MEDICAL LIMITED	36
BMI HEALTHCARE	35
CAPITA PLC	32
NEW LINE LEARNING ACADEMY	30
TESCO	29
RUE MILLAR WALKER	29

Table 2.29: Top industry sectors in Maidstone

Year to 31 May 2017	
Industry	No. Postings
HUMAN HEALTH AND SOCIAL WORK ACTIVITIES (Q)	2,642
EDUCATION (P)	1,473
ACCOMMODATION AND FOOD SERVICE ACTIVITIES (I)	1,059
WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES AND MOTORCYCLES (G)	958
MANUFACTURING (C)	897
PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES (M)	767
FINANCIAL AND INSURANCE ACTIVITIES (K)	538
ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES (N)	520
CONSTRUCTION (F)	313
TRANSPORTATION AND STORAGE (H)	290
OTHER SERVICE ACTIVITIES (S)	217
REAL ESTATE ACTIVITIES (L)	146
WATER SUPPLY; SEWERAGE, WASTE MANAGEMENT AND REMEDIATION ACTIVITIES (E)	97
INFORMATION AND COMMUNICATION (J)	84
PUBLIC ADMINISTRATION AND DEFENCE; COMPULSORY SOCIAL SECURITY (O)	73
ARTS, ENTERTAINMENT AND RECREATION (R)	65
ELECTRICITY, GAS, STEAM AND AIR CONDITIONING SUPPLY (D)	10
AGRICULTURE, FORESTRY AND FISHING (A)	5
MINING AND QUARRYING (B)	3